

# Insights

from the 2022 Westcomm  
**Benefit Communications Survey**



Regardless of industry or organizational size, **HR professionals strongly believe benefit communications matter:**

**87%**

“ Employees should be able to quickly get answers to their benefits questions from someone in their organizations.

**81%**

“ Year-round employee benefit communications plans are important

**87%**

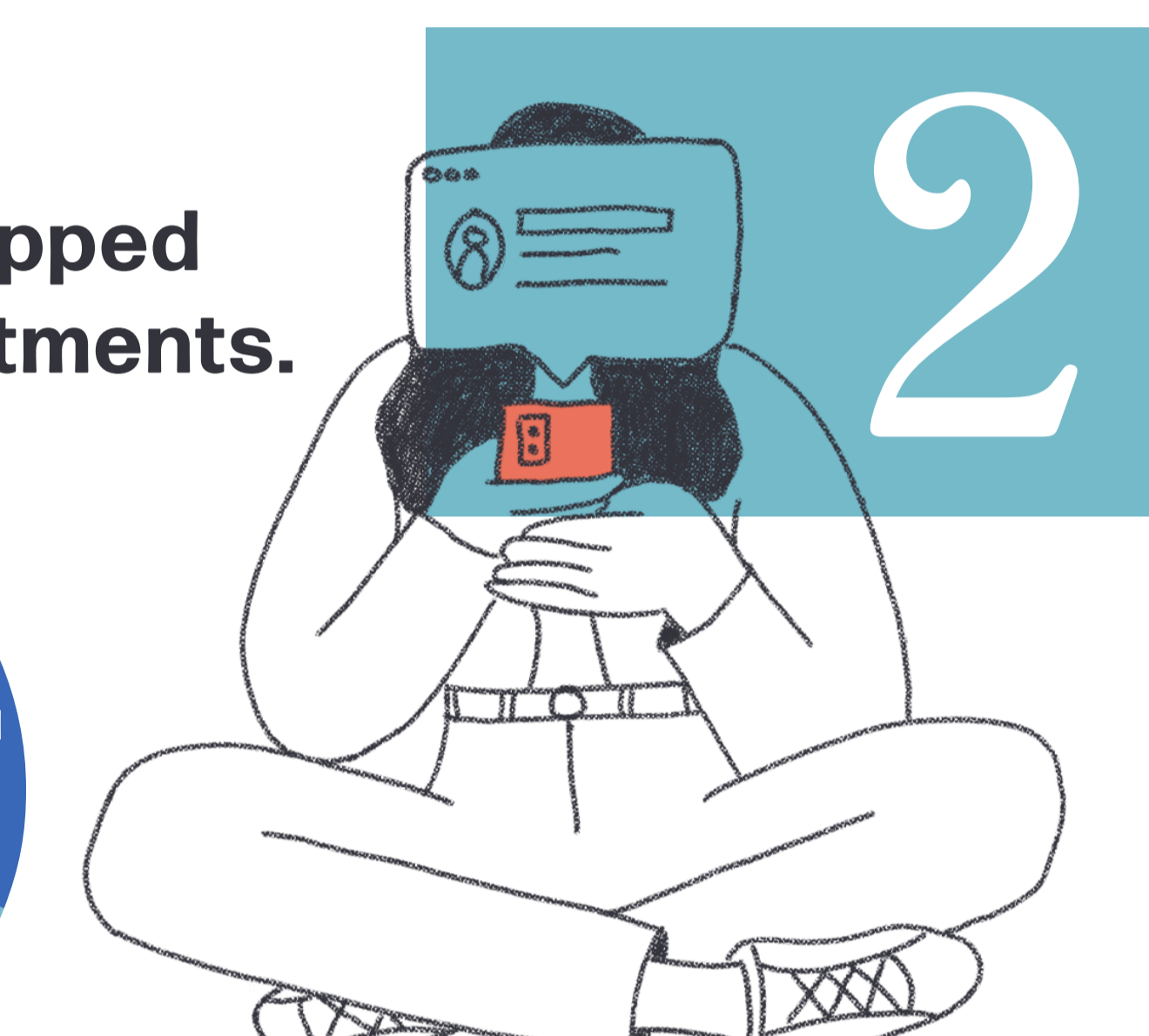
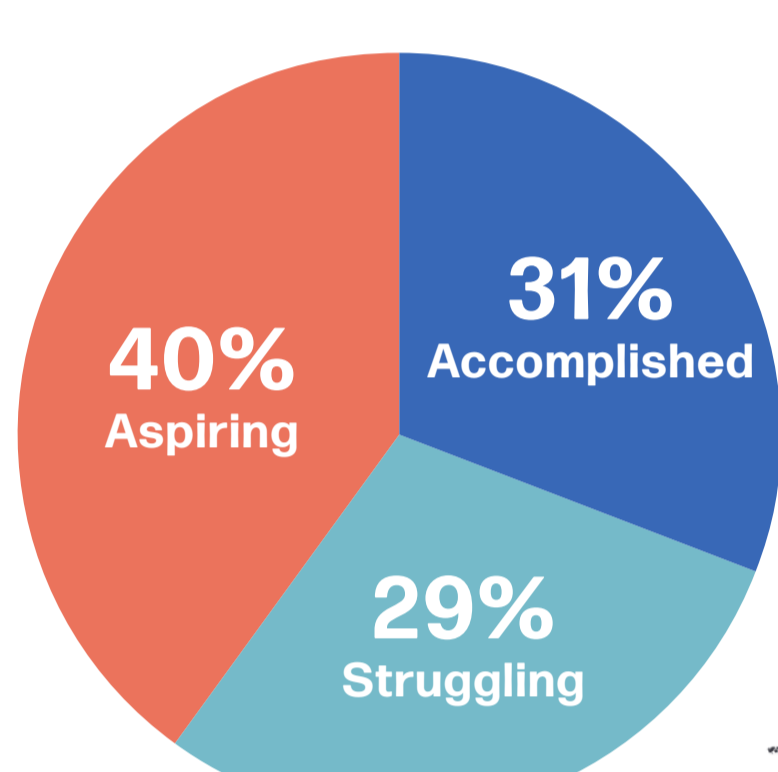
“ The best employee benefit communications strategies encourage two-way communications

**77%**

“ Well-designed and engaging employee benefit communications generate returns on investment

The more time and resources HR professionals have, **the more equipped they are to get returns on investments.**

The survey revealed HR professionals' attitudes about benefits communication fell into one of three groups:



**Accomplished**

**About them:** Feel valued by their organizations—with time, resources and support to do their jobs well

**Their challenge:** Keeping employee and employer health care costs down

**Aspiring**

**About them:** Believe benefits are vital to engaging and keeping good employees

**Their challenge:** Minimizing employee confusion, improving onboarding and measuring effectiveness

**Struggling**

**About them:** Lack support from their organizations and their providers, making them feel like HR is a thankless job

**Their challenge:** Helping employees fully understand their benefits and personalizing communications



A communications budget is a must-have to engage employees in benefit programs and **get a return on investment.**

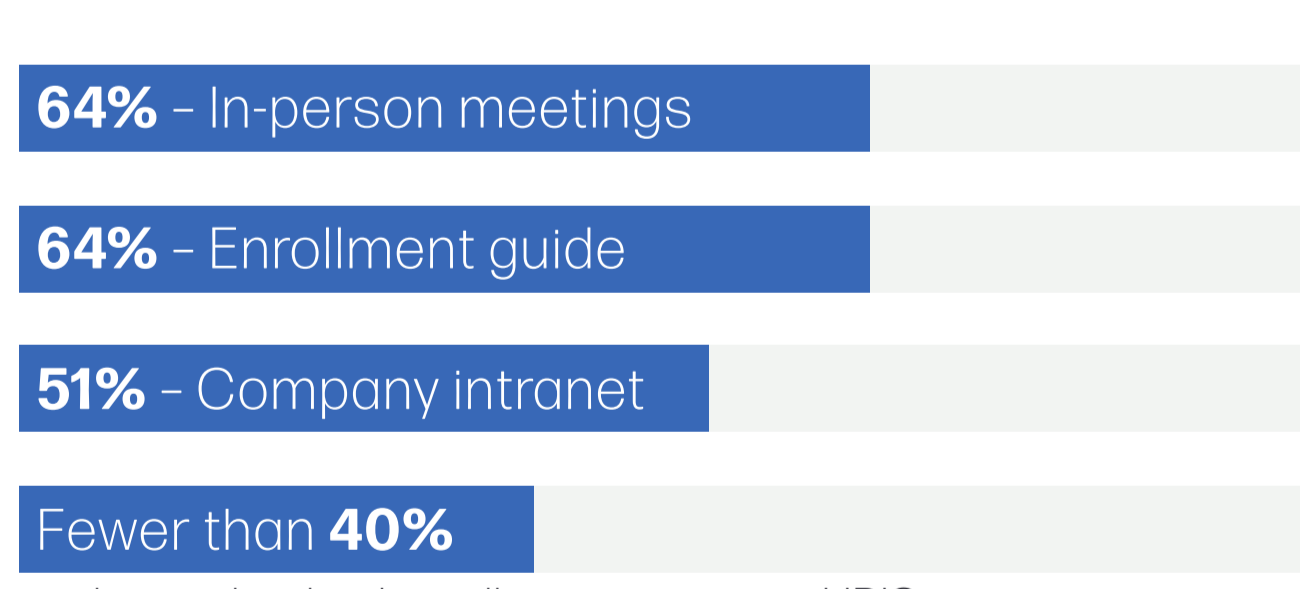


**62%** of organizations have annual benefit communications budgets **less than \$250,000.**

**24%** of respondents use internal resources to support their communications, while **70% utilize both internal resources and external partners** to support their benefit communications efforts.

Email reigns, but it should not be used in isolation—and **new trends are emerging.**

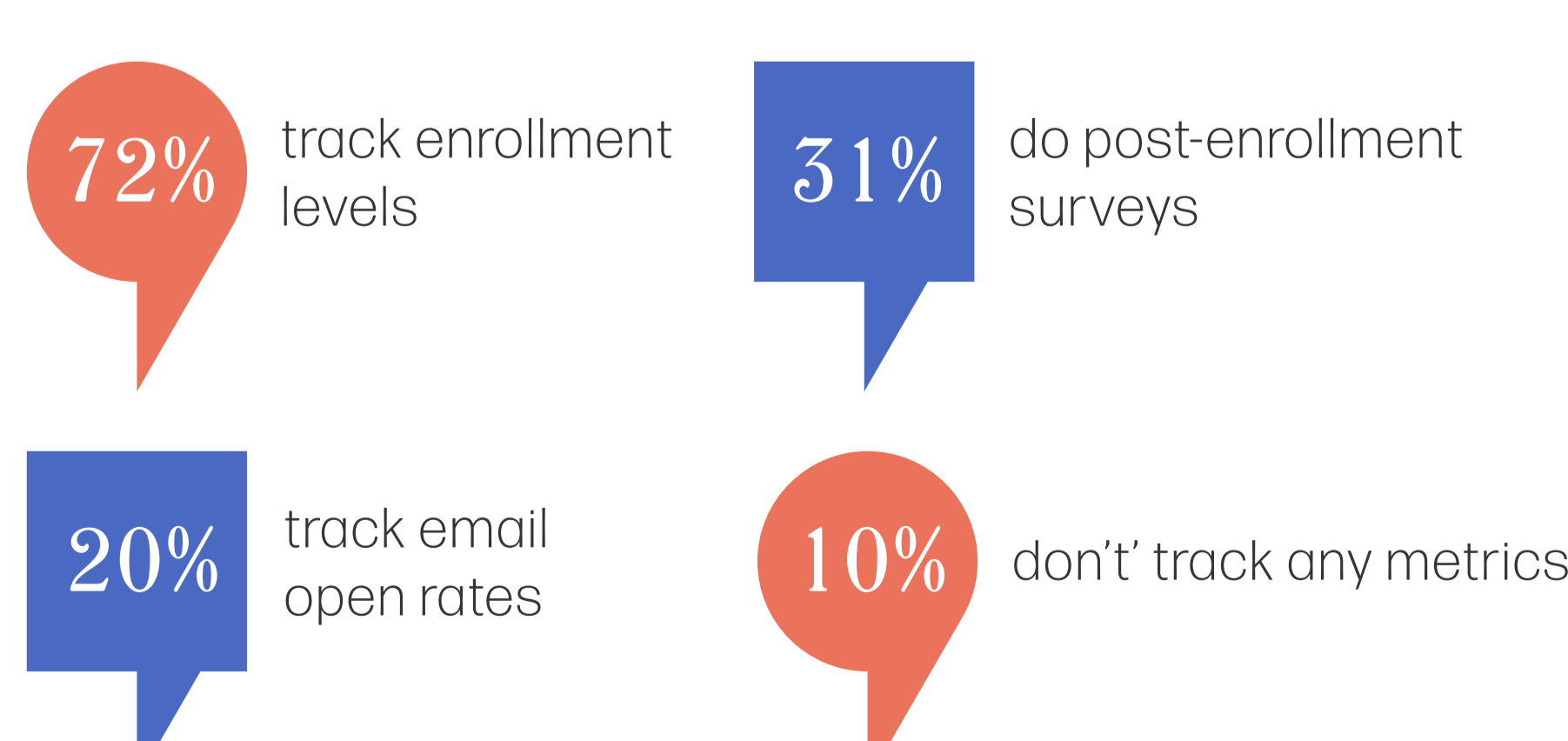
**94% of respondents say their organizations primarily use email** to communicate benefits, but only 20% measure email open rates.



!! Only **32%** use a mobile app, **29%** use video and **24%** use text



Metrics are hard to come by—but becoming increasingly **important to leadership.**



## About the respondents:

- All work in marketing or HR for organizations that provide benefits and are actively involved in employee benefit communications
- 71% are Managers or Directors
- Avg. employer size: 8,181

*The study reflects a 95% level of confidence, shining a statistically reliable light on key insights into the attitudes, challenges and needs of these unique groups.*